

**CELLULAR AND PAGING
BILLING OFFERINGS**

INPUT



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CELLULAR AND PAGING BILLING OFFERINGS

A COMPETITIVE OVERVIEW

WITH

EMPHASIS ON PRODUCT FEATURES AND PRICING

SPECIAL PRESENTATION FOR

CINCINNATI BELL INFORMATION SYSTEMS

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INPUT

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INTRODUCTION

- IN JANUARY 1986 INPUT WAS ENGAGED BY CBIS TO CONDUCT IN-DEPTH INTERVIEWS WITH SENIOR MANAGERS AT FIRMS WHICH COMPETE WITH CBIS IN CELLULAR AND PAGING BILLING SERVICES.
- THE LIST OF COMPETITORS WAS DEVELOPED BY CBIS AND RECRUITING OF INFORMED INDIVIDUALS FOR THE INTERVIEWS WAS ACCOMPLISHED BY INPUT RESEARCH ANALYSTS.
- IN A DEPARTURE FROM ORDINARY TECHNIQUE, THE ACTUAL INTERVIEWS WERE CONDUCTED BY AN INPUT VICE PRESIDENT TO ESTABLISH A "PEER" RELATIONSHIP WITH RESPONDENTS IN TARGET COMPANIES AND TO MAXIMIZE THE RICHNESS OF OF THE INFORMATION OBTAINED.
- DETAILED DATA WAS OBTAINED FROM 100% OF THE COMPANIES TARGETED. RESPONDENTS EXHIBITED A HIGH DEGREE OF COOPERATION AND WERE EXTREMELY KNOWLEDGEABLE REGARDING THEIR RESPECTIVE OFFERINGS.

INTERVIEWS

THE FOLLOWING FIRMS WERE INTERVIEWED:

COMPANY	TITLE
AUXCO	VICE PRESIDENT
BANK OF ILLINOIS	MKTG. VICE PRESIDENT
BELL ATLANTIC ENTERPRISES	MKTG. DIRECTOR
CELLTECH, INC.	MKTG. DIRECTOR
CELLULAR BUSINESS SYSTEMS	MKTG. DIRECTOR
CELLULAR SOFTWARE, INC.	PRESIDENT
NORTH CENTRAL DATA COOP	SALES DIR., SR. SYST.COORD.
TDS	MKTG. DIRECTOR

● INTERVIEW DURATION RANGED BETWEEN 1.5 AND 2.5 HOURS PER FIRM, ALL DURING FEBRUARY 1986. ACCORDINGLY PLANS OR FUTURE CAPABILITIES SHOULD BE REFERRED TO THIS DATE.

RESPONDENT PROCESSING CHOICES

COMPANY	HARDWARE	O/S	DBMS
AUXCO	IBM 43XX	MVS	IMS,CICS
BANK ILL.	IBM 43XX	VM TO VMS	NONE
BELL ATL.	IBM 3081	MVS XA	IMS,CICS
	DEC VAX	VMS	
CELLTECH	IBM 43XX	VSE	CICS
CELL. BUS. SYS.	IBM 43XX	VSE	NONE
CELL. SOFT.	DATA P7 70 IBM PC	LAN	NONE
NCDC	BGH 6800/BGH 96	MCP	NONE
TDS	AMD V/8	MVS XA	NONE

- NOTE THE OVERWHELMING PRESENCE OF "370" ARCHITECTURE IBM SYSTEMS AND THE STRONG SHOWING OF MVS.
- NOTE ALSO A DBMS APPROACH IS NOT UNIVERSAL.
- ONLY AUXCO AND CELLULAR BUSINESS SYSTEMS ARE "CLASSICAL" ONLINE SYSTEMS WITH 3270'S UNDER SNA.
- CELLULAR SOFTWARE HAS A TECHNICALLY UNIQUE "DISTRIBUTED" ARCHITECTURE. OTHERS INCLUDING BAE, CELLTECH, NCDC, TDS, BANK ILL., PLACE SOME PROCESSING OPERATIONS ON THE CUSTOMERS SITE, USUALLY WITH A MS/DOS PC.

CUSTOMER EQUIPMENT

COMPANY	DESCRIPTION
AUXCO	3720 UNDER SNA OR BISYNC, 4.8 OR 9.6.
BANK ILL.	PC/DOS MICRO, DISKETTES ARE SHIPPED, SOME COMM.TELECOMM FOR UPDATES IN FUTURE. BASICALLY ALL FUNCTIONS EXCEPT RATING, RENDERING ON PC.
BELL ATL.	MICRO VAX ON CUSTOMER SITE DOES RATING, IBM PC ACTUATES SWITCHES, 3270'S CAN ALSO BE USED.
CELL. TECH.	IBM PC FOR CUSTOMER SERVICE AND ACCOUNTS RECEIVABLE.

CELL. BUS. SYS. 3270'S UNDER SNA @ 9.6.

CELL. SOFTWARE ARCNET-BASED DISTRIBUTED SYSTEM.WILL USE
PC/AT'S AND CHARLES RIVER PROCESSOR.HAS
NO "MAINFRAME."

NCDC ALL FUNCTIONS EXCEPT RATING AND RENDERING
ON LOCAL BGH GEAR RANGING FROM B-96 TO
B-1900.

TDS ALL FUNCTIONS EXCEPT RATING AND RENDERING
HANDLED ON PC. LIMITED TO ONE PER SITE
CURRENTLY.

NOTE: CUSTOMERS ARE EXPECTED TO PROVIDE OWN EQUIPMENT IN
MOST CASES.NCDC SELLS BGH AT DISCOUNT,BAE PROVIDES VAX AS
AS A PART OF SERVICE.

SERVICES OFFERED

	CELL	PAGE	CELL	PAGE	CELL	PAGE	
COMPANY	BILL	BILL	SOFT	SOFT	TURN	TURN	SAME

AUXCO	Y	Y	Y	Y	P	P	Y
-------	---	---	---	---	---	---	---

BANK ILL	Y	Y	P	P	P	P	Y
----------	---	---	---	---	---	---	---

BELL ATL	Y	N	Y	P	F	F	N
----------	---	---	---	---	---	---	---

CELL TECH	Y	Y	Y	Y	F	F	Y
-----------	---	---	---	---	---	---	---

CELL B.S.	Y	Y	Y	Y	P	P	Y
-----------	---	---	---	---	---	---	---

CELL SOFT	N	N	N	N	Y	Y	Y
-----------	---	---	---	---	---	---	---

NCDC	Y	Y	P	P	N	N	Y
------	---	---	---	---	---	---	---

TDS	Y	F	P	F	Y	P	Y
-----	---	---	---	---	---	---	---

%YES	88	63	50	38	25	13	88
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KEY Y=YES; N=NO; P=POSSIBLE NOW; F=HAS FUTURE PLANS

SERVICES OFFERED,CONT'D

- WITH THE SOLE EXCEPTION OF BELL ATLANTIC, RESPONDENTS STATED THAT SYSTEMS AND SOFTWARE WERE THE SAME FOR PAGING AS CELLULAR. THESE RESPONDENTS DID NOT GIVE THE IMPRESSION THAT THEY ENGAGED IN MATERIAL PAGING ACTIVITY.
- IT APPEARS THAT THESE RESPONDENTS DO NOT TREAT PAGING AS A DISCRETE MARKET WITH SEPARATE NEEDS. SOME STATED THAT PAGING WAS "SIMPLE" AND COULD BE HANDLED INHOUSE.
- ALSO NOTABLE IS THE VERY HIGH DEGREE OF FLEXIBILITY AS INDICATED BY "P" RESPONSES. IN EFFECT THESE INDIVIDUALS ARE SAYING THAT WHILE THEY HAVE NOT "DONE DEALS" IN THESE MODES THEY REMAIN OPEN TO THE POSSIBILITY. THE WILLINGNESS TO NEGOTIATE VIRTUALLY ANY ARRANGEMENT WAS MULTIPLY EXPRESSED IN MANY CONTEXTS BY ALMOST ALL RESPONDENTS. THESE PEOPLE ARE FLEXIBLE ON BUSINESS TERMS AND CONDITIONS AS WELL AS MODES OF DELIVERY.

● THIS CAN BE SEEN IN THE TOTALS WITH 46% OF ALL POSSIBLE ENTRIES IN INDICATED AS "YES;" 27% AS "POSSIBLE;" 13% AS "AVAILABLE IN FUTURE" AND ONLY 14% AS "NO." OF THE "NO'S" OVER HALF COME FROM ONE SPECIALIST FIRM, CELLULAR SOFTWARE.

● OF THE FIRMS EXAMINED ALL BUT ONE ARE POTENTIAL COMPETITORS FOR CBIS IN CELLULAR BILLING PROCESSING AND SOFTWARE SALES. THIS DOES NOT MEAN THAT THEY ARE ALL MEANINGFUL COMPETITORS, AS WE SHALL SEE.

FUNCTIONS HANDLED

- 32 SPECIFIC BILLING FUNCTIONS WERE EXAMINED WITH RESPECT TO OFFERINGS, CHARGES AND PLANS TO OFFER(IF NOT PRESENTLY AVAILABLE). THIS SECTION SUMMARIZES THE RESPONSES.
- HANDLES ROAMING-ALL CLAIM TO OFFER. EXTRA CHARGES AT BANK ILL.,CELL. BUS. AND TDS.
- RATES DOMESTIC TOLL-NCDC NO, CELL. SOFT. CANADA ONLY. CELL.TECH. NO, AUXCO MANUAL. OTHERS YES.

ONLINE CAPABILITY

	USAGE	O/E	ORD. INQ.	ACCT. INQ.
AUXCO	Y	Y	Y	Y
BANK ILL.	RJE	RJE	RJE	RJE
BELL ATL.	VAX	VAX	VAX	VAX
CELL.TECH.	PC	PC	PC	PC
CBS	Y	Y	Y	Y
CELL.SOFT.	Y	Y	Y	Y
NCDC	BGH(L)	BGH(L)	BGH(L)	BGH(L)
TDS	N	PC	PC	PC

● NOTE THAT WHILE ALL FIRMS HANDLE THESE FUNCTIONS THEY ARE PERFORMED IN DIFFERENT WAYS.

● ONLY AUXCO AND CBS ARE "CLASSICAL" 3270 ONLINE; BALANCE RETAIN INFORMATION LOCALLY.

● TDS HANDLES USAGE REQUESTS BY TELEPHONE VERBALLY OR SENDS FICHE.

CAPABILITY,CONT'D

	O/L	O/L		
	CASH	ENTRY	BILL ADJ.	TREAT LOCKBOX
AUXCO		Y	Y	Y
BANK ILL.		RJE	RJE	Y
BELL ATL.		Y	Y	Y
CELL.TECH.		N	N	N
CBS		Y	Y	Y
CELL.SOFT.		Y	Y	Y
NCDC		BGH(L)	BGH(L)	Y
TDS		PC	PC	N

● AS IN THE EARLIER CAPABILITIES, NOTE THE VARIETY OF OF RESPONSES.

CAPABILITY,CONT'D

				RATE
	ITEMIZATION	ADV.PAY	DEP.ACCTG.	MAINT.
AUXCO	Y	Y	Y	Y
BANK ILL.	Y	Y	Y	Y
BELL ATL.	Y	Y	Y	Y
CELL.TECH.	Y,DISK	Y	Y	Y
CBS	Y	Y	Y	Y
CELL.SOFT.	Y	Y	Y	Y
NCDC	FICHE	Y	Y	Y
TDS	Y	Y	Y	Y

● NOTE THAT WITHIN THIS GROUP THERE IS LITTLE VARIATION ON THESE ITEMS.

● DEPOSIT ACCOUNTING IS TYPICALLY WITH INTEREST COMPUTATION.

CAPABILITY,CONT'D

	HOTLINE	TRAFFIC	STD,RPTS.	AD HOC RPTS.
AUXCO	ACCT. MGRS.	EASY- TRIEVE	25	EASY- TRIEVE(\$65)
BANK ILL.	8-5 5 DAYS	N	N	Y(\$45)
BELL ATL.	8-5 5 DAYS	CELLSITE	SOME	Y(\$65)
CELL.TECH.	8-8 5 DAYS	Y	Y	Y(N.C.)
CBS	12 HRS. 5 DAYS	Y	12	Y(\$50)
CELL.SOFT.	9-6 5 DAYS	Y	Y	USER
NCDC	8-5 5 DAYS	Y	Y	Y(N.C.)
TDS	8-4:30	N	12+	Y(\$65)

● SUPPORT IS GENERALLY FOR BUSINESS HOURS LOCALLY.

● TRAFFIC REPORTS WHEN PRESENT ARE MINIMAL, E.G. ERLANGS, CCS, BUSY.

● STANDARD REPORT CAPABILITIES VARY WIDELY AS DOES PRACTICE WITH AD HOC REPORTING.

CAPABILITY,CONT'D

	REPAIR TRACK	# INV.	AUTO ASSIGN	REM. AGT. ENTRY
AUXCO	Y	Y	N(6)	Y
BANK ILL.	N	Y,PC	N	N(6)
BELL ATL.	N	Y	Y,PC	Y
CELL.TECH.	N	Y	N	N
CBS	N	Y	Y,PC	Y
CELL.SOFT.	Y	Y	Y	Y
NCDC	Y	Y	N	N
TDS	N	Y	N	N

O NUMBER IN PARENTHESES INDICATES PLANS TO OFFER
WITHIN 6 MONTHS.

CAPABILITY,CONT'D

	SALES	DEMAND	G/L	INV.TO
	LEAD	BILL	INTER	S.D.
AUXCO	EASYTRIEVE	N	Y(MSA)	N
BANK ILL.	N	N	N(6)	N
BELL ATL.	N	N	N(6)	N
CELL.TECH.	N	N	N	N(2)
CBS	N(6)	N(6)	N	N
CELL.SOFT.	Y	Y	Y(OWN)	Y
NCDC	N	N	N(9)	Y
TDS	N	N	Y(OWN)	Y

● IN GENERAL, THIS IS A SPARSELY POPULATED SET WITH SOME DEVELOPMENT IN PROGRESS.

● SOME R'S INDICATE THAT THEIR CUSTOMERS DO NOT MAINTAIN EQUIPMENT INVENTORIES. AN INVENTORY TO S.O. IS THEREFORE NOT NEEDED IN THEIR VIEW.

● G/L INTERFACES ARE USUALLY VERY SPECIFIC. MOST INDICATE THEY WOULD WRITE A CUSTOM INTERFACE ON A T&M BASIS.

CAPABILITY,CONT'D

EQUIP/LINE		INV.	INV. BAR	INV./GL
LINK		FORECAST	CODE	INTER
AUXCO	Y	N	N	N
BANK ILL.	N	N	N	N
BELL ATL.	Y(PC)	N	N	N
CELL.TECH.	N	N	N	DK
CBS	Y	N	N	N
CELL.SOFT.	Y	N	N	N
NCDC	N	N	N	N
TDS	Y	N	N	Y

● BELL ATL. HAS SEPARATE PC-BASED SYSTEM FOR EQUIPMENT INVENTORY USED BY AGENTS. ALSO INCLUDES LEAD TRACKING.

● NO ONE OFFERS OR PLANS TO OFFER INVENTORY FORECASTING OR BAR CODE SCANNING. R'S SEEMED "POLITELY MYSTIFIED" BY THESE QUESTIONS.

CAPABILITY,CONT'D

T LEVELS		RENDERING
AUXCO	6 MAX	3 DAYS
BANK ILL.	6	5 DAYS
BELL ATL.	5	4 DAYS
CELL.TECH.	85	4 BUS. DAYS
CBS	P	3-7 DAYS
CELL.SOFT.	6	CLIENT SETS
NCDC	6/99	3 DAYS
TDS	5	2 DAYS DISKETTE

● AUXCO CLAIMS 3 DAYS IS "GUARANTEED," BANK ILL. STATES 5 DAYS IS CONTRACTUAL. CELL. SOFT.,(TURNKEY) ALLOWS FOR MONTHLY,QUARTERLY,SEMI-ANNUAL AND ANNUAL BILLING INTERVALS. TDS IS 2 DAYS AFTER RECEIPT OF DISKETTE.

CAPABILITIES EMPHASIZED

● FREE FORM QUERIES WERE MADE ON "ADDITIONAL OR PARTICULARLY IMPORTANT CAPABILITIES OF YOUR SYSTEM."

THE FOLLOWING RESPONSES WERE OBTAINED:

● AUXCO-WE CAN DO CYCLE BILLING ON ANY BASIS UP TO DAILY. OUR MKTG SYSTEM INCLUDES PROFESSIONAL, SIC, AUTOTYPE AND ZIP CODE. NON IMPACT PRINTING AVAILABLE WITHIN 90 DAYS. WE PROCESS 60% PERCENT OF WIRELINE BILLS, TOTAL OF 252,000 BILLS IN DECEMBER 1985, 20 MILLION MESSAGES. PROCESSING BELL SOUTH, SW BELL PACTEL, UNITED, CONTEL MOBILE AND SNET. STRONG EMPHASIS ON CUSTOM REPORTING THRU EASYTRIEVE, DEVELOPING AUTOMATIC SWITCH INTERFACE.

● BANK ILL.-PLAN TO AUGMENT STANDARD REPORTS WHICH INCLUDE BUSINESS OFFICE, AGED TRIAL BALANCES, TAX, AGENT COMMISSION, REVENUE. CUSTOMER MICRO FUNCTIONS INCLUDE S.O., INQUIRY, BILL HISTORY AND DETAIL, SOME MESSAGE DETAIL, PAYMENTS AND ADJUSTMENTS. SYSTEM NEW IN APRIL 1985; STILL RUNNING SIDE-BY-SIDE. PROCESSING MOBILNET, SOME CELLULAR ONE, NY, LA, AND TAMPA RESELLERS, NO BELL WIRELINE, ALSO AKRON AND BUFFALO. EMPLOYES 60-70 PERSONS. DEVELOPING 3270 UNDER CICS (NO DATE) FOR COMMUNICATIONS.

● BELL ATLANTIC-ORDER ENTRY EMPHASIZES PRODUCTIVITY AND FLEXIBILITY. RESELLERS CAN ACTUATE #'S. CALLS RATED AT MID-NIGHT, PROCESSED NEXT DAY, THEN TO THIRD PARTY FOR RENDERING NIP. AGENT COMPLETION BY CSR IMPORTANT FEATURE. REPORTS ON VAX WITH FILES EXTRACTED FROM MAINFRAME. HAVE 35 PROGRAMMERS. SYSTEM IS EXTENSIVELY MODIFIED OF AT&T ORIGIN. RATING VERY EXTENSIVE INCLUDING OCC'S. EMPHASIZE FLEXIBILITY AND NEGOTIABILITY OF BUSINESS TERMS.

● CELL.TECH.-CLAIMS HAS NOT LOST A CUSTOMER TO ANOTHER VENDOR. FLOPPIES ARE TRANSMISSION MEDIUM-STATES ONLINE NEEDED AFTER BILLING EXCEEDS 3-4K ACCOUNTS/MONTH. USES MICRO-DBMS FOR QUERY RETREIVAL ON PC. CAN QUERY BY ACCOUNT #, EQUIPMENT SN, NAME, PHONE #. MARTIN MOORE DESIGNED SYSTEM. AMPS DESIGNER "WHY PAY FOR ONLINE IF YOU DON'T NEED IT."

● CELL.BUS.SYS.-EMPHASIZES THAT SOFTWARE IS TABLE-DRIVEN FOR GREATER FLEXIBILITY IN PROMOTION PRICING, FOR DISCOUNTS AND SPECIAL TARRIFFS. HAS INTERFACE TO SWITCH. CLAIMS TO PROCESS 80% OF NON-WIRE; 35-40% OF ALL SUBSCRIBERS, HAS 38 FULL-TIME PROGRAMERS WORKING ON ENHANCEMENTS. PROCESSING NON-WIRELINE IN TOP 10 MARKETS AND CENTEL, UNITED AND B.C. TEL WIRELINES. NO BELLS CLAIMED.

● CELL. SOFTWARE--EMPHASIZES POWERFUL TECHNOLOGY,EXPANDABILITY TO 100K ACCOUNTS/MONTH. CLAIMS TO HAVE ONLY "REAL-TIME" BILLING SYSTEM TO 75 TRANSACTIONS PER SECOND FROM SWITCH. COMPLETELY INTERGRATED FROM LEAD CAPTURE THROUGH COLLECTION. R VERY TECHNICALLY ORIENTED. WORKING ON OPTICAL DISK STORAGE. 20 PERSONS IN THE COMPANY, 12 IN DEVELOPMENT. CLAIMS STRENGTH IN CANADIAN MARKET. STATES 1.2 MILLION LINES OF CODE HAVE BEEN WRITTEN FOR SYSTEM SINCE 1981. FULLY DISTRIBUTED USING "PIPELINE" PROCESSORS. WOULD NOT DIVULGE NAMES OF USERS.

● NCDC-EMPHASIZES AVAILABILITY OF OTHER PACKAGES INCLUDING G/L, A/R, A/P, PAYROLL,ABILITY TO DO CO-OP ACCOUNTING AS WELL AS CARRIER ACCESS BILLING AND CATV. EMPLOYS 77 PERSONS. SERVES 40 PHONE COMPANIES. RESELLS BURROUGHS GEAR BELOW BURROUGHS PRICES.OPERATES AS A NON-PROFIT CO-OPERATIVE.

● TDS-STATES HAS TWO SMALL(1KBILL/MONTH) CELLULAR CUSTOMERS.EMPHASIZES MARKETING INFO ON SYSTEM INCLUDING DEMOGRAPHICS, WHY USING, WHERE HEARD OF, USING CYBER FORMAT FOR CLEARINGHOUSE. NEW SYSTEM FIRST OFFERED IN Q4.57 SMALL WIRELINES INCLUDING TDS TERRITORIES. EMPLOYS 90 IN OPERATIONS AND 45 IN PROGRAMMING.

AUXCO PRICING

PROCESSING: \$.50 PER #
 \$.015 PER MESSAGE, FIRST MILLION
 \$.0125 PER MESSAGE, 1-2 MILLION
 \$.010 PER MESSAGE, 2 MILLION PLUS
 \$.07 PER BILL PRINTING AND STUFFING
 \$.01 PER FLYER STUFFED
 \$25.00/TAPE (1X, 200 AVG PER CLIENT)
 \$5K MONTHLY MINIMUM
 \$5K CGSA START-UP CHARGE INCLUDES:
 1 WEEK TRAINING 4-5 PERSONS
 AND TARRIFF LOADING INCLUDED.
 COST FOR PAPER, ENVELOPES AND
 POSTAGE.
 PROGRAMMING @ \$56.25/ HR.
 CONVERSION IS CLIENT RESPONSIBILITY
 OR CHARGED AT \$56.25/HR.

SOFTWARE: \$500,000 FOR 99 YEAR LICENSE 1 SITE
 \$450,000 FOR SECOND SITE
 \$400,000 FOR THIRD SITE
 FURTHER SITES NEGOTIABLE
 INSTALLATION @ 150,000/SITE W/YR WARRANTY
 2ND YEAR MAINTENANCE @ 15% OF LINCENSE FEE
 SOURCE LICENSE, DOCUMENTATION INCLUDED

COMMENTS: 1 SITE LICENSED, 1 IN NEGOTIATION, CLAIMS CROSS-
OVER TO LICENSE OCCURS @ 40-50K BILLS/MONTH FOR INHOUSE.
2000 BILLS NEEDED FOR PROCESSING IMPLYING \$2.50 PER BILL
CHARGE. PAGING BILL PROCESSING AT SAME RATES.

BANK OF ILLINOIS PRICING

PROCESSING: CHARGES PER # BUT WOULD NOT STATE RATE
CLAIMS AVG COST/BILL IS \$1.86 @ 4-5K

BILLS/MONTH

LOW COST=\$1.25/BILL; HIGH COST=\$2.25

"MOST WITHIN \$1.70-2.00/BILL"

SCALE SLIDES IN 5K BILL STEPS

MESSAGES @ \$.01 FIRST MILLION

\$.009 SECOND MILLION

\$.25 PER SERVICE ORDER, NO VOL. DIS'T

\$50.00/ROAMER TAPE

RENDERING AND STUFFING INC. IN RATES

AS IS STOCK AND ENVELOPES

STUFFING(TO 3 SHEETS) ALSO INCLUDED

CONVERSION CHARGES "HIGHLY DISCRETIONARY"

AT \$60/HR

ONLINE CHARGES FOR MACHINE TIME,CUSTOMER

PAYS "MACHINE CHARGES"

SOME TRAINING INCLUDED(NEGOTIABLE)

SOFTWARE: HAS NOT DONE ANY. NOT PRICED BUT WOULD BE
WILLING TO DISCUSS. WRITTEN IN COBOL, WOULD
RELEASE SOURCE CODE.

COMMENT: RESPONDENT VERY RELUCTANT TO DISCUSS PRICING
POLICY BUT COOPERATED IN ALL OTHER RESPECTS.

BELL ATLANTIC ENTERPRISES PRICING

PROCESSING: CHARGES PER ACTIVE #
10K #'S=\$2.50 EACH
30K #'S=\$2.25 EACH
50K #'S=\$2.00 EACH
70K #'S=\$1.75 EACH
90K #'S=\$1.50 EACH
STANDARD ONLINE REPORTS INCLUDED

TERMINAL EQUIPMENT AND COMMUNICATIONS AT CUSTOMER
EXPENSE

VAX AT BAE EXPENSE
SPECIAL REPORTS @ \$200 CPU/MIN ON 3083J
PRINTING(TO 5 PAGES) AND STUFFING EXTRA AT
\$.025 PER IMAGE, INSERTION \$.10
CONVERSION IS NEGOTIABLE(SEEKS MULTI-YEAR
RELATIONSHIPS)

SOFTWARE: ONE TIME CHARGE \$500=\$750K INCLUDES SOURCE
30% DISCOUNT FOR OBJECT CODE ONLY
MULTIPLE SITES @ \$500K EACH
\$75K/YR SOURCE MAINTENANCE CHARGE
OFFERS SOFTWARE ON A TRANSACTION BASIS OF
\$.50/BILL PRODUCED AS ALTERNATIVE

INSTALLATION AND TRAINING NEGOTIABLE

NO SITES NOW LICENSED

30K BILLS/MONTH EXPECTED CROSS-OVER POINT

CELL.TECH. PRICING

CELL PROCESSING: CHARGES PER PHONE # AT \$.50
CALL DATA AT \$.25 PER # PLUS \$.03
PER PAGE AT 42 CALLS PER PAGE
TYPICAL CHARGE \$1.50-\$2.00/BILL
NEW PRICING AS OF 3/1/86:
0-3K BILLS=\$1.50
3-6K BILLS=\$1.45
6-10K BILLS=\$1.40
10K+ BILLS=\$1.35
J.V'S CAN COMBINE FOR DISCOUNT
TRAINING AT \$25/HR(NEGOTIABLE)
\$45/HR FOR PROGRAMMING

PAGING PROCESSING: \$.75-\$.50 AT 10K BILLS
NO RATING, FLAT RATE
WILL NEGOTIATE FOR HIGHER VOLUMES

SOFTWARE: FLAT RATE AT \$300K
USAGE SENSITIVE ALTERNATIVE OF \$.25 TO
\$.05 AT 25K BILLS
NO POLICY ON MAINTENANCE(NEGOTIABLE?)

CELLULAR BUSINESS SYSTEMS PRICING

PROCESSING: TYPICALLY \$3.00 PER # "EVERTHING INCLUDED"
NO EXTRA CHARGE FOR CALL DETAIL, PRINTING,
STUFFING, MAINTENANCE.
ONLINE ALSO INCLUDED (EX TERMINALS, COMM.)
DISCOUNT ON VOLUME 30K BILLS=\$3.30/BILL,
\$1.90=40K BILLS
TRAINING FREE (3-4 DAYS) EXCEPT TRAVEL

EXPENSE

\$.50 PER ROAMING CALL, \$30. MINIMUM
PROGRAMMING \$50./HOUR
EXTRA CHARGES FOR RUNNING NOTICES AND
INTERNATIONAL TOLL

SOFTWARE: TYPICAL \$250K PER SITE
WILL NOT PROVIDE SOURCE CODE
MAINTENANCE 1.5%/MO.= \$3750
DISCOUNTS POSSIBLE WITH SUBSCRIBER VOLUME
OF SITES PROPRIETARY
WRITTEN IN COBOL
SWITCH MANAGER (PC-BASED) LICENSES AT

\$7-\$18K

CELLULAR SOFTWARE INC. PRICING

TURNKEY ONLY: SYSTEMS TO PROCESS 15,000 BILLS CONFIGURED
AT \$150-\$175K. \$250K SYSTEM WILL HANDLE
100K BILLS. CLAIMS TOTAL COSTS AS LOW AS
\$.50 BILL/MONTH.

OFFERS 25% DISCOUNT ON SECOND SITE, 27% ON
THIRD, 30% ON FOURTH.

CUSTOM ENHANCEMENTS \$90-\$150 HR, 4 HR MIN.

MINIMUM SYSTEM CONSISTS OF FILE SERVER,
PROCESSOR, TERMINALS, TAPE, PRINTER AND
SWITCH CONVERTER. \$75K HARDWARE; \$75K
SOFTWARE.

CLAIMS BREAK-EVEN AT 2500 SUBSCRIBERS,
EITHER CELL OR PAGE.

"WILL NOT WORK WITH BIG WIRELINES"
OVERHEAD, LEGAL AND SUPPORT COSTS
TOO HIGH.

NORTH CENTRAL DATA COOPERATIVE PRICING

PROCESSING: \$.24 PER ACCOUNT/MONTH FOR MAINFRAME
PROCESSING
 \$.025 PER RECORD MOBILE AIRTIME
 \$.015 TOLL RATING
 \$3K FOR CUSTOM SITE SOFTWARE, \$45K AVG H/W
 \$1.5K START UP INCLUDES INSTALLATION
 \$100/PERSON FOR 3 DAYS TRAINING
 \$25/HR FOR PROGRAMMERS
 \$55/HR FOR ANALYSTS
 \$150/HR COMPUTER TIME(SPECIAL REPORTS)
 PRICES SAME FOR PAGING OR WIRELINE

TELEPHONE

SOFTWARE: SYSTEM AVAILABLE ONLY IN "HYBRID"
PROCESSING MODE. LOCAL PACKAGE COSTS ARE
AS FOLLOWS:

INVENTORY=\$3K
G/L=\$2.5K
A/P=\$2.5
PAYROLL=\$2.5K
TROUBLE REP.=\$2.5K
VEHICLE ANAL.=\$2.5K
UNCOLLECTABLES=\$1.0K

TDS COMPUTING PRICING

PROCESSING: CHARGES ON PER # BASIS
\$3.00 PER BILL W/ONE #(ALMOST ALL)
SOFTWARE PROVIDED FOR PC
2-3 DAY TRAINING PROVIDED
TARIFF CHANGE FREE
DETAIL INCLUDED
SUPPLIES AT COST
NO CURRENT VOLUME DISCOUNT SCHEDULE
MACHINE TIME \$1.50 CPU.SECOND(V-8)
PROGRAMMING \$65/HR(ALWAYS QUOTE)

SOFTWARE: WOULD NOT QUOTE PACKAGE PRICES
50% DISCOUNT FOR MULTIPLE SITES
15%/YEAR MAINTENANCE AFTER 1 YEAR
WILL PROVIDE SOURCE CODE

MEANINGFUL COMPETITORS

● FROM THE COMPLETE LIST WE MAY REMOVE THE FOLLOWING AS SIGNIFICANT COMPETITORS:

COMPANY	REASONS(S)
CELL.SOFT.	TECHNICALLY UNUSUAL, MAIN INTEREST IN NON-BELL AND CANADIAN. DOES NOT WANT TO DEAL WITH BOC'S DUE TO PRIOR BAD EXPERIENCE. LIMITED MARKETING.
NCDC	EMPHASIS ON SMALL TELCOS, NON IBM BUT VERY INEXPENSIVE. LIMITED MARKETING.
TDS	LIMITED SYSTEM SIZE(1K BILLS/MONTH) FOCUS ON SMALL TELCOS.
CELL.TECH.	EMPHASIS APPEARS TO BE AT LOW END OF MARKET, PC-ORIENTED,NO COMMUNICATION LIMITS TO 3-4K BILLS/MO/CUSTOMER.

THE MAIN CONTENDERS ARE:

AUXCO VERY AGGRESSIVE, CLAIMS LARGEST MARKET SHARE.
CLAIMS 252,000 BILLS PROCESSED IN DECEMBER 1985.
HAS MULTIPLE FIELD OFFICES. TECHNOLOGICALLY
SIMILAR TO CBIS.

BELL ATL. NEW ENTRANT WITH SOPHISTICATED, VERY COMPLETE
SYSTEM. SHOWS CONSIDERABLE FLEXIBILITY IN
SEEKING "RELATIONSHIP" DEALS.

BANK ILL. CONSIDERABLE HISTORICAL STRENGTH BUT MAY LOSE
MOBILNET. SEEMS TECHNICALLY LESS SOPHISTICATED
BUT CONTINUES TO INVEST AND DEVELOP.

CELL. BUS. TECHNICALLY SIMILAR TO CBIS, EMPHASIZES SERVICE
SYS. OVER SOFTWARE DUE TO MARKET "VOLATILITY." CLAIMS
100K BILL/MO. CAPACITY FOR SERVICE WHICH WAS RE-
WRITTEN 1983.

